

151 POINT

SEO AUDIT

CHECKLIST



TECHNICAL

SEO

CHECK

DOES THE SITE HAVE A VALID SSL
CERTIFICATE?

DOES THE SITE CARRY A FAVICON?

BROKEN / REDIRECTED EXTERNAL
LINKS

BROKEN / REDIRECTED INTERNAL
LINKS

MALWARE & SECURITY CHECKS

BLACKLIST CHECK

TOOLS

[SSLCHECKER.COM/](https://ssllchecker.com/)
[SSLCHECKER](#)

[VISUAL](#)

[SCREAMING
FROG](#)

[SCREAMING
FROG](#)

[SITECHECK.SUCURI.NET](https://sitecheck.sucuri.net/)

[MXTOOLBOX.COM](https://mxtoolbox.com)

TECHNICAL

SEO

CHECK

SITE SPEED CHECKS

ARE ANY PAGES BEING
DUPLICATED DUE TO POOR
ARCHITECTURE?

STRUCTURED DATA & SCHEMA USE

IS CSS BEING MINIFIED?

IS EVERY SITE PAGE SECURE
AND WITHOUT ERRORS?

ARE THERE ANY CANONICAL ERRORS?

TOOLS

GTMATRIX,
PAGESPEEDINSIGHT

SCREAMING FROG

GOOGLE TESTING
TOOL

[seositecheckup.co
m/t ools/css-
minification-test](https://seositecheckup.com/tools/css-minification-test)

SCREAMING FROG

SCREAMING
FROG/SEMRUSH

TECHNICAL

SEO

CHECK

SERVER LOCATION BY IP

DO ANY PAGES HAVE MORE THAN
100 EXTERNAL LINKS?

WHAT PLATFORM IS THE SITE
BUILT ON?

IS CDN IN USE?

CHECK WEBSITE HISTORY

TOOLS

[IPLOCATION.NET](https://www.iplocation.net)

SCREAMING
FROG/SEMRUSH

[BUILTWITH.COM](https://builtwith.com)

[BUILTWITH.COM](https://builtwith.com)

WAYBACK MACHINE

GOOGLE CHECKS

CHECK

IS GOOGLE ANALYTICS
INSTALLED?

IS SEARCH CONSOLE INSTALLED?

ARE THERE ANY SEARCH CONSOLE
ERRORS?

IS THERE A SITEMAP.XML FILE?

TOOLS

[SITECHECKER.PR](https://sitechecker.pr)
[O/GA- CHECKER/](https://o/ga-checker/)

[SEOGRAPHY.IO/TOOLS/
GOOGLE-SEARCH-
CONSOLE-CHECKER](https://seography.io/tools/google-search-console-checker)

GSC

[EXAMPLE.COM/SITEMAP.
XML](https://example.com/sitemap.xml)

BENCHMARKS

CHECK

TOTAL PAGES INDEXED IN
GOOGLE

TOTAL NUMBER OF BACKLINKS

TOTAL NUMBER OF LINKING
REFERING DOMAINS

TOTAL NUMBER OF ORGANIC
KEYWORDS

20-50 TOP KEYWORD
POSITIONS

DOMAIN AGE

TOOLS

SITE: EXAMPLE.COM

SEMRUSH

SEMRUSH

SEMRUSH

SEMRUSH

[websiteseochecker.com/bulk-check-page-authority](https://www.websiteseochecker.com/bulk-check-page-authority)

SITE ARCHITECTURE

CHECK

CANONICAL CHECKS

HAS INTERNAL LINKING BEEN CLASSIFIED ON PRIMARY PAGES?

SITE VISUALISATION CHECKS

INTERNAL REDIRECTS

REDIRECT CHAINS & REDIRECT LOOPS

ROBOTS.TXT PRESENT?

TOOLS

SCREAMING FROG

SCREAMING FROG

SCREAMING FROG/SITEBULB

SCREAMING FROG

SCREAMING FROG

Example.com/robots.txt

SITE ARCHITECTURE

CHECK

SITE STRUCTURE & SILO USE

PAGINATION CHECKS

CATEGORY USE (ECOMM)

URL NAMING CONVENTION - IS THIS WELL OPTIMISED?

ERROR PAGES

IS HTML SITEMAP IN USE?

TOOLS

SCREAMING FROG
/ SITEBULB

SCREAMING FROG

MANUAL

SCREAMING
FROG

SCREAMING
FROG

EXAMPLE.COM/RO
BOTS. TXT

SITE ARCHITECTURE

CHECK

FOOTER NAVIGATION CHECKS?

IS ALL GOOD CONTENT UNDER 4
CLICKS FROM HOME?

MENU SETUP AND USE

TOOLS

MANUAL

SCREAMING FROG

MANUAL

FOUND THIS USEFUL?



LIKE



REPOST



HELP OTHERS

